

THE LEAGUE
OF WOMEN VOTERS
OF LOS ANGELES



March 6, 2000

The Honorable William Kennard, Chairman
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Dear Mr. Kennard:

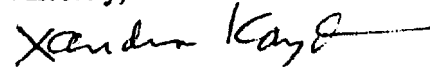
I am writing on behalf of the League of Women Voters of Los Angeles in response to your Notice of Inquiry regarding public interest obligations of TV broadcast licensees. We have been concerned about local television coverage for some time and undertook a study last fall -- following a rather dismal experience of trying to get local stations to cover the charter reform campaign last spring. I am enclosing a copy of our effort.

I would like to take this opportunity, however, to explain why I think local television coverage of local public affairs is so important. I am a political scientist who teaches urban politics at UCLA. Political science these days is more engaged in what is called "rational choice theory" than politics and government, and, therefore, such courses as mine are rarely taught. Since they aren't taught at the college level, civics is not taught in the schools. My students, for instance, have never had a course, or even a segment of a course, on local government. If you add to the lack of education, the fact that so many of our residents are immigrants from countries where participation in local government is tantamount to being a criminal -- and that the political party machines that welcomed immigrants into the political system in the last round of immigration at the turn of the last century no longer exist at the local level -- it is easy to see why there is so little interest in public affairs at every level of government. There is a correlation between knowledge and engagement, and another between engagement and confidence in the political system.

If 70 percent of Americans get their news from television -- and local television is devoted to personal tragedies, natural disasters and consumer news -- it is not difficult to explain the decline in affiliation with our political system. Local television news is not the cause, but requiring some measure of public service in return for a license is not asking very much for the use of public air waves. And if no local station can be expected to change on its own, the answer must come from re-regulation of the licenses you issue.

Other Leagues of Women Voters around the country have expressed interest in our project and I expect that we will watch this issue with great interest, given our mission of fostering an educated electorate. Thank you for your willingness to tackle this very serious problem.

Sincerely,

A handwritten signature in cursive script that reads "Xandra Kayden". The signature is written in dark ink and includes a long horizontal flourish at the end.

Xandra Kayden
President

Encl.

THE LEAGUE
OF WOMEN VOTERS
OF LOS ANGELES



MEDIA WATCH

What We Learned

Forty-five members of the Los Angeles League of Women Voters watched local television news during the week of October 26 and logged the stories they aired and the time allocated to them. As a volunteer effort, it was not uniform. And it certainly was not easy. We did not cover every news show and every reviewer did not record stories the same way. We did, however, learn enough to draw some conclusions, although it would be an exaggeration to say they were especially startling conclusions.

The big stories of the week were the developing school board crisis locally -- which also became a national story as the week progressed; and the downing at the end of the week of Egyptian Air Flight 990. There were other activities going on in the world -- including the closing days of elections in many communities around the State and the country. The Governor was traveling abroad. And the presidential contenders in both the Democratic and Republican parties held their first nationally-televised encounters in the town halls in New Hampshire. The World Series was concluded, and golfer Payne Stewart was killed in a strange plane crash that occupied the hearts and minds of thousands as the clearly-unpiloted plane wended its way across the country before running out of gas.

The news shows watched included the following:

CBS /Channel 2 (5:00, 6:00, 11:00);
NBC/Channel 4 (5:00 and 11:00);
KTLA/Channel 5 (10:00);
ABC/Channel 7 (5:00 and 11:00);
KCAL/Channel 9 (2:00);
KCOP/Channel 13 (10:00).

We did not cover cable news, news magazine, or Public Television.

What We Saw in Los Angeles

Stories fell into the following categories:

- * car chases -- there weren't many by our standards
- * murder/crime -- the majority of the stories were local, but the network affiliates, particularly were able to borrow mayhem from elsewhere and fill in "interesting stories" from elsewhere about 20 to 25 percent of the time in this category.

- * disaster -- a popular subject, helped along by the air plane crashes, but some channels spent more time on disasters than any other category.
- * business -- although this is a growing topic elsewhere on television (particularly for specialized cable channels such as CNBC and CNNfn, which is trying to catch up), it was not a high priority for local news
- * human interest -- ranking right up there with disaster and sports
- * entertainment -- this included movie and book reviews, generally not given as much time as one might have thought given that Los Angeles is the center of the entertainment industry.
- * traffic -- relatively low in priority, sometimes not covered at all.
- * health -- received relatively little coverage
- * science -- did better than health
- * weather -- an important part of local news, although not in the top 3 for the most part.
- * international news -- more likely to be carried by the major network affiliates than the local independents

About half of all time on all channels was devoted to ads and promotions for stories coming later in the news, and other shows on the station. Whether this is more than a television drama, or a game show we don't know at this point, but it is clear that local news lends itself to frequent interruptions because of the length of the stories: generally ranging between 30 seconds to 1 1/2 or 2 1/2 minutes. Studies of the media have shown a marked decline in the time allotted each story over the years.

Preliminary Observations

Order of priority according to time allotted

CBS: disaster, human interest, sports, murder/crime, weather, science, health, local government & politics, entertainment, national government & politics, business, car chases, state politics

NBC: human interest, murder/crime, weather, sports, disaster, health, international/business (tie), national government/politics entertainment, local government/politics, science, traffic

KTLA: crime/murder/car, human interest, disaster, national government & politics, entertainment/international (tied), health, sports, weather, local government & politics, science, business

ABC: murder/crime, human interest, weather, local government & politics, disaster, national government & politics, entertainment, health, science, business

KCAL: murder/crime, local government & politics, human interest, entertainment, health, weather, disaster, sports, national government & politics/business (tied), science

KCOP: sports, weather, disaster, human interest, murder/crime, local government & politics, business, science, health, car chase, entertainment, national government & politics

These ranking reflect the minutes our loggers assigned to stories, but they do not suggest the magnitude of the differences between them, which can be significant. We haven't given the numbers themselves because the hours watched varied. So, for instance, while KCOP devoted 36 minutes to sports, and 4 minutes to entertainment, we are reflecting a one hour news show. CBS, for which we have 2 and 1/2 hours logged, devoted 74 minutes to disaster, and 5 minutes to car chases over the course of the week.

Looking at the numbers, however, suggested some variations between stations -- other than that shown by the ranking of story minutes in the section above.

CBS: Covered crime and human interest about equally, and also gave equal time to sports and the weather. Disasters topped the list because of the particular nature of the news that week of the Egyptian Air crash. But the LAUSD notwithstanding, they gave very little time to local government and politics.

NBC: Devoted about equal time to crime, disaster, and human interest, but were heavier on sports at 11:00 and on weather at 5:00.

KTLA: Devoted more time to government and politics than any other channel with approximately three times as much national as local news coverage.

ABC: Crime and disaster got the most coverage, with a lot also devoted to weather and sports.

KCAL: Similar to CBS.

KCOP: Much more even coverage between topics, with a lot of ads.



MultiCultural Collaborative

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Luke Williams
CHIRLA

March 7, 2000

Honorable Chairman William Kennard
Federal Communications Commission
Washington, DC

Dear Mr. Kennard:

The organization that I represent, the MultiCultural Collaborative was created in the aftermath of the civil unrest of 1992 in Los Angeles. Founded by a multi-ethnic cross-section of community-based service and advocacy organizations, MCC serves the African American, Asian Pacific Islander and Latino communities of the greater Los Angeles area. Seeking long-term solutions to racial and ethnic conflict, MCC's mission is to identify, support and evaluate creative models of inter-group collaboration that advance the causes of justice, equity and community in Los Angeles.

Television has the tremendous power to help shape images and perceptions of who we are as a people and as a society. It also has profound implications for race relations in Los Angeles and the rest of the nation. The lack of diversity among personnel both in front of and behind the camera has attracted the attention of national advocacy groups such as the NAACP, which has called upon the broadcast industry to reflect the diverse demographics of our country.

Recent studies have shown that the broadcast industry is further segregating our society by developing shows targeted at specific racial audiences. For example, African American actors are over-represented in shows that cater directly to the African American viewing audience; mainstream productions with mostly white casts serve mostly white viewers. These types of niche-market development trends run contrary to building a truly diverse and multicultural society. Television must not only look like America but also represent its highest ideals and motivate us to reach our highest aspirations as a people.

Los Angeles is the media capital of the world, and it has bequeathed the world the best and worst that media can offer society. On the negative side, local broadcast news, rather than provide the service of public information, often denies the viewing public the kind of information that is critical to a sustained dialogue on issues of true social import. For example, one recent evening, all of L.A.'s local stations featured at the top of their broadcasts stories of celebrity intrigue (Sharon Stone's maid arrested on charges of burglary; Halle Berry's hit-and-run accident scandal). This, at a time when working class ethnic communities in Los Angeles are reeling from shocking revelations of systemic abuse perpetrated by the Los Angeles Police Department. A majority of the local news, which can qualify as public affairs programming, consists of crime and disaster coverage. In Los Angeles the amount of coverage on crime is disproportionate to the actual crime rate. Live coverage of

car chases as well as homicides are the broadcasters favorite mode of reporting what happens on the city streets of Los Angeles. These stories are centered in the poor neighborhoods of color across Los Angeles, making it no surprise that most Angelinos, as well as Americans, wrongly believe that Blacks and Latinos are responsible for committing the majority of crime. As MCC deals with issues of race relations in one of the most diverse cities in the country, I feel that it is critical to address local news coverage as a means to which all communities in Los Angeles come to understand themselves and one another. If an informed public is essential to democracy, our broadcast industry is among our most anti-democratic institutions.

As MCC deals with issues of race relations in one of the most diverse cities in the country, it is clear that the public interest is not being served by local news alone. We recommend that digital broadcasters be required to consult with a broad range of local leaders about the important issues facing our community, and devote at least an hour a day to a discussion of those issues. I feel that this requirement is critical if television is to act as a means by which all communities in Los Angeles can come to understand themselves and one another. If an informed public is essential to democracy, our broadcast industry, our main source of information, must not continue to be our among our most anti-democratic institutions.

It is imperative for the broadcast industry to meet its public interest obligations and become a socially responsible vehicle that helps to shape an American culture that represents the interests of all Americans. This can be achieved only through stronger regulations, standards, and accountability, since the industry has proven itself unfit to monitor itself. Likewise, the Federal Communications Commission, the agency charged with overseeing the industry, has a responsibility to formulate policy guidelines that insure that the media is accountable to the public.

We applaud the FCC's move towards a Notice of Inquiry on the issue of digital television and the formulation of a new set of standards for the Digital Age. This is a priceless opportunity, perhaps our only opportunity to make media accountable to the communities that organizations such as MCC represent. We therefore ask that you and the Commission move forward to a Notice of Proposed Rule-Making that will begin to address the tremendous opportunities--and pitfalls--of the Digital Age.

Thanking you for your time and attention.

Sincerely yours,



Bong Hwan Kim,
Executive Director

March 6, 2000

William Kennard
Chairman
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Dear Chairman Kennard:

I am writing on behalf of the Mexican American Legal Defense and Educational Fund (MALDEF) to respond to the Notice of Inquiry on the public interest obligations of broadcasters. As one of the nation's leading civil rights organization that works on behalf of Latinos and other under served groups, we urge the Federal Communications Commission (FCC) to set a date to establish clear guidelines to guide broadcasters during this digital age.

MALDEF is concerned over the exclusion of certain groups within the broadcast television industry, including the dearth in station ownership by Latinos and their scarcity in management ranks at these stations. We also are troubled by the continual negative portrayals of Latinos in network and local television news and their invisibility in other programming,

In research conducted for MALDEF in October 1997, the findings showed that while 50% of non-Hispanic whites felt somewhat positively towards Latinos in 1990, that number had dropped to 46% by 1997. The respondents told researchers that, except for an occasional co-worker or neighbor, the only contact they had with Latinos was through the media, and most often, through television news or prime time programs. They also pointed out that most of the images they saw were negative and suggested that media could, and should, play a role in reversing those misperceptions

In monitoring local television news for one week last month, I was inundated with auto accidents, homicides, fires, gambling on line, drug use and assaults by athletes during the sports segment -- and of course, frequent coverage of the multi-millionaire "controversy." Coverage of local primary races, controversy over the building and construction of schools in Los Angeles, and meetings of local government were missing, yet these issues directly affect the daily lives of television viewers. I was frankly surprised that not *one* story covered the activities of the city council or board of supervisors. Only three stories in five newscasts

carried stories of any real substance: a brief money report, the luxury car division of the Ford Motor Company moving to Irvine meaning more jobs for the area, and soaring gas prices. There also were helpful weather tips during the rainy weather that occurred during this time.

Clearly, local broadcasters should be required to provide news and information programming that better serves the needs of its viewers in line with the spirit of the public interest obligations long followed by broadcasters. And just as clearly, television stations are not now meeting that responsibility.

Again, I urge you to take a positive step and set clear guidelines as soon as possible. Thank you for this opportunity to participate in the Inquiry on the public interest obligations of broadcasters.

Sincerely,

Alicia Maldonado
Senior Director of Communications and Public Policy

Consumer Action

717 Market Street, Suite 310
San Francisco, CA 94103
(415) 777-9648

www.consumer-action.org

Southern California Office
523 West Sixth Street, Suite 1105
Los Angeles, CA 90014
(213) 624-4631

25 February 2000

William E. Kennard, Chairman
Federal Communications Commission
445 12th Street, S.W., Room TW13204
Washington, D.C. 20554

Dear Chairman Kennard:

Consumer Action, a statewide non-profit consumer education and advocacy organization serving consumers since 1971, is hereby responding to the Notice of Inquiry regarding the public interest obligations of broadcasters. We appreciate your commitment to fairness as evidenced by your willingness to receive these comments from concerned community representatives.

Consumer Action believes, in the interest of fairness, that since broadcasters in the nation's top ten television markets have been using digital TV since May of 1999, those same broadcasters should be held to a public standard in their programming--the least they could do for the public in return for the \$70 billion worth of public airwaves they've received, *gratis*.

As to community considerations, local broadcasters should be bound by specific operating requirements, including, but not limited to, workforce diversity, local public affairs programming, educational programming for children and adults, provide datacasting services to non-profit and educational outlets, enhance services such as closed-captioning and video description for the disabled and conduct genuine ascertations (not the pro forma kind that end up in file drawers without so much as a backward glance) community-wide to determine the needs of the community they claim they want to serve. This approach would go a long way toward satisfying their obligation to return to the community the resources it so generously provided without prior claim or standards.

It is also of concern that, heretofore, local stations were required to procure ascertainments from their respective immediate communities as to notable community issues that would benefit from network programming. However, in light of the fact that such ascertainments are no longer required, coupled with the fact that local Los Angeles stations (ex. CBS-KNXT-LA) have elected to eliminate Community Relations Departments altogether, thereby stemming any community's ability to actively participate in the programming process, it is obvious that "community" programming is being overlooked or ignored altogether. This speaks volumes to the concern these stations have for issues of public interest to local communities, a situation which should not exist considering the real source of their access to those communities.

Finally, we continue to believe that the FCC should schedule public hearings on the public interest obligations of these large broadcasting companies in light of the \$70 billion windfall they have received in publicly owned air rights. It is the only fair thing to do on behalf of local communities who are entitled to access the airwaves they own on behalf of local concerns and programs.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Cher McIntyre", written over a horizontal line.

Cher McIntyre
Director of Advocacy

CLM/dt

Date: Thu, 9 Mar 2000
From: peter morgan <peterthomas@excite.com>

Honorable Commissioners,

Consider me one of those Americans who is appalled with the condition of broadcasting throughout this country--broadcasts invading homes, and while not as physically abusive as an uncontrollable cigarette addiction, perhaps more offensive to the communal body and mind.

I have no doubt that in ten or twenty years, if an independently minded populace stills exists, the society-wide destruction commercial broadcasters facilitate via manipulative advertisers will be investigated as fervently as tobacco manufacturers were vilified in the '90s.

While it should be an individual's right to decide what is placed in one's body, it is only reasonable to know the contents of the material ingested. The Surgeon General could author a report on the carcinogenic quality of local newscasts. Following is ammunition to instigate such a review.....

I visited Los Angeles television station KCBS on the afternoon of Friday February 11, 2000 to inspect the public file. While the paperwork looked in order, the public comments eerily echoed my own disgust.

The visit was conducted 11 days after the Alaskan Air disaster just off the California coast. Based on ample experience, I sparingly viewed the suffocating news coverage, but below are quotes from KCBS viewers:

...too much speculation on crash;
...coverage totally ridiculous...;
...appalled at Ann Martin's horrible reporting of 261
tragedy.....I will NEVER again watch my local CBS newscast...;
...public is turned off by your attempts to dramatize such
tragedies...;
....babbling....;
This is the same as watching a stupid car chase...is that really
necessary?;
;..viewers may find these images disturbing & offensive...;
...you cannot know how much your news programming

irritates...;

Comments went further, recounting the on-air description of the graphic damage inflicted on the human body during impact. And the media sensationalizes the desensitizing effects of violent video games?

In Los Angeles, we get a story about cheap gas pump promotional prices in Cleveland, rather than a discussion of the causes of the gas rise, and community transportation improvements which might reduce future non-renewable energy dependence.

The examples could go on forever, and living in LA, this type of anemic coverage is the status quo....at KCBS, perhaps the lower end. The situation is so poor, a local alternative publication, the LA Weekly, ran a cover story titled Low Definition TV, Steven Mikulan on LA's Bad News; in December of 1999. This chronicle on the embarrassing state of local TV news generated a litany of comments in the following weeks letters to the editor, ..."Not only did the anchorpeople appear downright stupid, they mispronounced basic words, and read grammatically incorrect copy. Also, the stories were straight out of the tabloids."... "It has reached the point in my house that I leave the room when the news comes on. You forgot to mention how the presentation of news by anchors has also been dumbed down to a series of twitches and nods, like that of a first grade teacher.";

The entertainment developed in this city influences the world; consider the manner such a media environment incubates the city's creative minds.

On the other hand, the beneficial power television promises was also seen during the station visit. A health story regarding an Alzheimer's treatment was lauded, and numerous individuals wrote in to ask for more information. The unfilled potential which could, and should be provided by local broadcasters is obvious.

Given the fact that broadcasters utilize the public's airwaves, and quite profitably, despite pleas to the contrary, the community deserves some engaging and unifying public service. In this case, here's a recommendation for a new hourly requirement of substantive professional local journalism every evening, perhaps one judged through peer review, on an agreed upon set of standards. An hour to consider such monumental, but nearly invisible, debates running from city-wide secession movements, to the state of city policing, or the evaluation of the school district.

There is an understood viewer desire for programming which contains "reality" video, running from car chases, to near-death survival. But shouldn't we create a child safe environment where either through use of V-chips or broadcaster agreement, violently visual and disturbing news stories would not seep into our children's viewing experience?

The examples could go on forever, but, if this irresponsible commercial use of the public's airwaves continues...we will jump from a vast wasteland, into a socially corrosive quicksand.

Sincerely,

Peter T. Morgan
Help Preserve Los Angeles Open Space!



12711 Ventura Boulevard, Studio City, CA 91604 Tel: 818/508-2080 Fax: 818/508-2088 www.mediascope.org

March 8, 2000

Chairman William Kennard
Federal Communications Commission
445 12th Street S.W.
Washington, DC 20554

Dear Chairman Kennard:

I am responding to the Notice of Inquiry regarding the Public Interest Obligations of broadcasters as they transition to digital transmission, and urge the FCC to create a strong, clear and enforceable set of guidelines that broadcasters must follow as they reap the profits of this new technology.

As you know, the history of broadcasting can be viewed as an ongoing battle between the public and big business interests. This applies as far back as the early days of radio, when education, civic and religious groups that originally had equal access to broadcast licenses were out-muscled by wealthier commercial stations, leaving room for mass commercialization of all electronic media. In response, the government outlined a spectrum of Public Interest Obligations that today remain, albeit in different forms, the public's only response to the chorus of network signals broadcast out to us 24 hours daily.

Spurred by Public Interest mandates, broadcasters have created insightful public issue forums crucial to the democratic process, as well as educational programming for children. Public Interest Obligations have provided concerned citizens with informational files delineating their local broadcaster's employee policies and have allowed for the airing of Public Service Announcements (now almost defunct), wherein smaller, poorer organizations can gain access to the airwaves. However, today's Public Interest Obligations are not strong enough. Much more can and should be done in the future, especially at this pivotal moment in history.

It appears that the Public Interest Obligations are weakening even now within the realm of Analog TV. For example, when representatives from the nonprofit People for Better TV (PBTv) asked a local broadcaster to view its records on public service announcements (PSA's), the request was denied. The station cited a loosening of the FCC requirement in this area. At another station, CBS-LA, PBTv found that the Community Relations Department had been entirely eliminated, and its once-thriving community service programs -- mentoring, scholarships etc. -- had been simply abolished. Further, PBTv discovered that some stations hired outside contractors to respond to community letters, and that most complainants received the same generic letter back from this consultant.

In my book, Building Blocks: A Guide for Creating Children's Educational Television, the entertainment community came together with education and health officials to create guidelines for responsible educational programming. In the book, the creative community agreed to supply documents for the Public Files that outline the educational aspects of a certain show for any interested party. Parents are directed in the book to


inspect these same Public Files at their local TV station. PBTv reports that several Los Angeles-based stations keep their public files in storage rooms and closet spaces that are nearly impossible to reach. These reports are worrisome, to say the least, in that broadcasters do not appear to be taking their obligations to the public seriously. This is a sign that stations are not aware of the importance of these files, and the FCC needs to be vigilant about their maintenance in the digital age.

Today, vital new chapters are being written in this conversation between entertainment megaliths, the public, and the government's role between the two. As interactivity, universal access and other key issues converge at the crossroads of digital technology, let us use history as our guide, and learn from it rather than repeat past errors.

I urge you to create a digital television landscape where there is truly equal and universal access to all; where the public's right to be served by local broadcasters is absolute; and where media is used not only to sell, not only to entertain, but to create a dialogue of diverse social, political and religious issues that remains uncensored and free. Following are my specific recommendations:

- 1.) Particular emphasis must be placed on the needs of children in the new environment. One hour of educational and informational programming per day, based on the definitions outlined by the FCC's Children's Television Rules of 1996, is an essential component to ensuring that this new technology serves the nation's youth.
- 2.) It is clear that the public interest is not being served by local news alone. If an informed public is essential to democracy, digital broadcasters must be required to consult with a broad range of local leaders about the important issues facing our communities, and to devote at least one hour a day to a discussion of those issues.
- 3.) Digital broadcasters must maintain Public Files and open lines of communication with the community it serves. Public Files must be located in an accessible area, and an ongoing dialogue with public officials should be encouraged.
- 4.) A systematic effort to complement the dominant commercial content providers with noncommercial content in the digital domain needs to be carefully developed and supported by the government.
- 5.) An open, democratic broadband infrastructure will allow all organizations -- regardless of size and economics -- a voice in the new digital environment and will ensure an even playing field and competition. This should be an imperative that is totally ensured by the FCC.

The detriments to the country if the FCC does not take measured steps to ensure diversity in the digital broadband are plentiful. Again, I urge you to set clear guidelines as soon as possible. With every new medium comes the potential for great change, to perform great service, and to do great harm. It is your choice; the future is in your hands.

Sincerely,

Laurie Trotta
Executive Director
Mediascope
Studio City, California

San Francisco

Tab D-5b

KPIX-TV
Quarterly Report
San Francisco, CA

Sandy Close and Emil Guilliermo
New California Media
San Francisco, CA
3/13/00

Ken Elks
Deaf Entertainment Foundation and Guild
San Francisco, CA
3/17/00

Helen Grieco
California - National Organization for Woman
Sacramento, CA
3/12/00

**KPIX-TV
SAN FRANCISCO, CALIFORNIA**

**QUARTERLY SIGNIFICANT
PROGRAMS REPORT**

CBS BROADCASTING INC.

**THIRD QUARTER
JULY - AUGUST - SEPTEMBER 1999**

QUARTERLY SIGNIFICANT PROGRAMS REPORT

KPIX-TV
San Francisco, CA
CBS Broadcasting Inc.
3rd Quarter, July 1, 1999 - September 30, 1999

CERTIFICATION

On behalf of KPIX-TV, I certify that a copy of the Quarterly Significant Programs Report for KPIX-TV licensed to CBS Broadcasting Inc. was placed in the station's Public Inspection File on October 10, 1999.

Rosemary Roach
Program Director

QUARTERLY SIGNIFICANT PROGRAMS REPORT

KPIX-TV

San Francisco, CA

CBS Broadcasting Inc.

3rd Quarter, July 1, 1999 – September 30, 1999

PROGRAMMING STATEMENT

Station KPIX-TV, licensed to CBS Broadcasting Inc., deals with and is responsive to the principal issues in its community of license, San Francisco, California, and to the San Francisco-Oakland-San Jose television market on a continuing basis. A variety of program elements including regularly scheduled news and public affairs programming, reports on breaking news events, documentaries, specials, and public service announcements of concern to the community are included within our regular programming service. KPIX-TV's coverage of news stories, our employees' participation in community affairs, and regular interviews with community leaders have led to the determination that the issues listed are ones of importance to the San Francisco-Oakland-San Jose community. Our most significant programming which dealt with current community issues during the preceding three month period is set forth in this report. In addition to the programming set forth in this report, during this period the station also broadcast CBS Television Network programs including Face The Nation, 60 Minutes, 60 Minutes II and 48 Hours, which also addressed issues of concern to our viewers. Significant programming specifically directed to the needs of the children of our community is broken out in the children's programming section of this report.

QUARTERLY SIGNIFICANT PROGRAMS REPORT

KPIX-TV
San Francisco, CA
CBS Broadcasting Inc.
3rd Quarter, July 1, 1999 - September 30, 1999

PROGRAM INDEX

5 REPORTS - Regularly scheduled investigative reports that cover a wide range of local issues including affordable housing, health care, crime, education, traffic, welfare, childcare, domestic violence, and immigration. Broadcast daily, Monday- Friday, during the 6:30 PM and 11 PM newscast. (TRT: 3:00)

5 REPORTS SUNDAY - KPIX News Anchor Dana King hosts this weekly, half hour program that features comprehensive reports on the week's top local stories. Broadcast on Sundays at 6:30 PM.

BAY SUNDAY - Regularly scheduled, half hour studio talk show that focuses on local issues. The program also examines issues that impact specific ethnic minorities or other groups, e.g., Asian, Latino, African American, Native American, gay and lesbian and physically challenged, etc. Broadcast weekly, on Sundays, at 6:30 AM.

BRIAN'S KIDS - KPIX meteorologist Brian Sussman hosts this regularly scheduled weekly feature. Each week Brian Sussman profiles a child in need of an adoptive home. The program enjoys a 95% success rate in placing the children with families. In addition, other segments of Brian's Kids examines the need for more foster parents and the problems of finding homes for older children, teens and minorities. Broadcast Wednesdays, on the 5 PM newscast. (TRT: 1:30)

QUARTERLY SIGNIFICANT PROGRAMS REPORT

KPIX-TV
San Francisco, CA

CBS Broadcasting Inc.
3rd Quarter, July 1, 1999 - September 30, 1999

SPECIALS:

7/3/99, 8 - 9 pm: "Sutter Health Presents: Turning Back the Clock." Another in the on-going series of KPIX-produced Sutter Health specials. This one looks into the process of aging, and what each of us can do to further our productive years.

7/15/99, 7 - 8 pm: "Sutter Health Presents: Conquering Pain." New treatments to conquer the ongoing mysteries of chronic pain. Produced by KPIX; another in an on-going series of Sutter Health Presents specials.

9/22, 23, 24: Eyewitness News, Five Reports, 6:30 pm: "Turkey: A Bay Area Warning." KPIX reporter Dana King visits Turkey, a month after its magnitude 7.4 earthquake, to report on possible implications for the Bay Area.

QUARTERLY SIGNIFICANT PROGRAMS REPORT

KPIX-TV
San Francisco, CA
CBS Broadcasting Inc.
3rd Quarter, July 1, 1999 - September 30, 1999

COMMUNITY:

7/1/99, Eyewitness News, Five Reports, 6:30 pm: Traffic & Commuting Nightmares. If the number one issue in the Bay Area these days is traffic, the number one trouble spot is the Bay Bridge, and, specifically, the controversy over the construction of a new span. KPIX anchor Hank Plante examines the politics behind the delay.

7/6/99, Eyewitness News, Five Reports, 6:30 pm: Central Freeway. It's been ten years since the Loma Prieta earthquake damaged the Central Freeway. In 1997, voters told the city to re-build the span. But, last year, a second initiative said tear it down, and replace it with a ground-level boulevard. Now the on-again, off-again battle of the Central Freeway goes up before the voters a third time.

7/8/99, Eyewitness News, Five Reports, 11 pm: Workers' Comp. As more and more employees are suspected of cheating the workers' comp system with phony injuries, prosecutors are turning to detective agencies to catch the criminals on undercover video.

7/11/99, Bay Sunday, 6:30 am: Awakening from the California Dream: An Environmental History. The problems the Gold Rush created for California, and their continuing influence today, tied in with an exhibit at The Oakland Museum of History. Repeat; OAD, 5/2/99.

7/18/99, Bay Sunday, 6:30 am: The Golden Dragon Shooting. Bill Lee, author of "Chinese Playground: A Memoir," discussed the Golden Dragon shooting, the worst mass killing in SF history. Also on the program was a Sergeant from the SF gang taskforce, who discussed how prevalent Asian gangs are today, what kind of outreach is available for kids, and how the gang taskforce is dealing with the gang underworld.

7/21/99, Eyewitness News, Five Reports, 6:30 pm: Tosco Victims. As management prepared to restart the troubled Tosco refinery for the first time since last February's devastating accident, two victims of the deadly Tosco fire spoke out.

7/23/99, Eyewitness News, Five Reports, 6:30 pm: Overcharged Consumers / Scanner Error. One in thirty prices is mispriced, meaning that scanner errors cost consumers an estimated two and a half billion dollars each year.

7/28/99, Eyewitness News, Five Reports, 11 pm: Non-Profit Endorsements. There are lots of pain remedies on the shelves these days, and when a product carries a reputable name, such as the American Cancer Society or the American Lung Association, that often spells confidence to consumers. Channel 5 investigated non-profit endorsements.

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COMMUNITY (continued):

8/1/99, Bay Sunday, 6:30 am: John F. Kennedy, Jr. Packages about JFK, Jr., his family's legacy, the alleged Kennedy Curse, and the general mystique and admiration surrounding the Kennedy clan.

8/2/99, Eyewitness News, Five Reports, 11 pm: Ballast Water. A new species makes its home in the Bay every 14 weeks, and about a third of those arrive in the ballast water of cargo ships. These foreign invaders can wreak havoc on native marine life. In hopes of flushing out the invaders before they get here, the Port of Oakland has introduced an ordinance requiring cargo ships to dump their ballast water at sea; opponents worry that cargo ships may take their business elsewhere.

8/8/99, Eyewitness News, Five Reports, 6:30 pm: Torah to Russia. When the Jewish population in the Russian town of Borovichi began to be intimidated by anti-Semitic nationalist groups, their sister congregation at Temple Beth Torah in Fremont started a letter-writing campaign. Since then, the town has cracked down on the nationalists, and given the Jewish community space for their first synagogue in decades. Temple members journeyed from Fremont to Borovichi to present the Jews there with a Torah, to be used in their new temple.

8/23/99, Eyewitness News, 5 pm: Shop Black Week. Every year, African-American consumers spend \$520 billion in this country. Only 5% of that, however, is spent at black-owned establishments, which is why African-American merchants in Oakland came up with the idea, "Shop Black Week."

8/27/99, Eyewitness News, Five Reports, 11 pm: Kitchen Wisdom. Grace Young and her parents have strong ties to San Francisco's Chinatown. But when Grace decided to investigate her cultural heritage and honor her ancestors, her journey didn't begin in Chinatown, or even China: It began in her family's kitchen, where Grace discovered ancient traditional recipes that had been used for generations.

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3rd Quarter, July 1, 1999 - September 30, 1999

SAFETY:

7/15/99, Eyewitness News, Five Reports, 11 pm: Flammable Furniture. Two people a day die from fires traced back to flammable furniture. It's a hazard most consumers don't even know is real.

7/26/99, Eyewitness News, Five Reports, 6:30 pm: Fire Safety. As fire season begins, fire-resistance steps you can do yourself to prevent property loss and loss of life.

7/27/99, Eyewitness News, Five Reports, 6:30 pm: Daycare Safety. Advice from the experts on how to check out a daycare facility.

8/10/99, Eyewitness News, Five Reports, 11 pm: Produce Washes. New products claim to clean pesticide residue from fruits and vegetables, the better to protect children from doses their small bodies can't yet handle. Channel 5 investigated the claims.

8/19/99, Eyewitness News, Five Reports, 11 pm: New Roller Coasters. They're faster and scarier than ever, but are they safe? A look at the new generation of super roller coasters, following the recent deaths of Bay Area children on roller coasters.

8/22/99, 5 Reports on Sunday, 6:30 pm: Airbag Safety. They're designed to protect you and your children. But since 1990, more than 100 people have been killed by airbags which deployed unexpectedly in low-speed, "fender-bender" accidents. Many more drivers are stunned by the type and severity of injuries caused by airbags during these minor collisions.

8/29/99, Bay Sunday, 6:30 am: Road Rage. KPIX anchor Ken Bastida hosted a CHP officer and a representative from the SF AAA in a discussion of road rage—its increase across the country and what you can do to avoid being the target of another driver's road rage.

9/2/99, Eyewitness News, Five Reports, 11 pm: Dangers of Flying. Smokehoods are said to help prevent lung damage (by filtering out smoke particles and toxic gases) in the event of an airplane fire, but you won't find them on commercial flights. Channel 5 investigated the reasons.

9/6/99, Eyewitness News, Five Reports, 11 pm: Eye Check. Drive drunk, and you'll go to jail. But drive sleepy, and nothing happens—unless you crash. Now a new portable eye test can tell if a driver is drunk or taking prescription medicines or just too tired to be on the road.

9/19/99, Bay Sunday, 6:30 am: "Kops and Kids." A Peninsula event featuring 40 law enforcement agencies and designed to target kids; topics included child emergency safety procedures, such as what to do in a fire and how to call 911.